

DRAFT MEETING MINUTES
ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY
BOARD OF DIRECTORS MEETING
Thursday, September 3, 2020, 3:30 pm
Zoom Web Conferencing Meeting

Members Present: Bailey, Kemp, Ogden, Smith, Abbott, Cowen, Cuellar, Dahl, Fitzsimmons, Holbrook, Hunt, Lewis, and Ryslingle
Staff: Schuytema and Brewer

1. **Agenda Review and Approval:** No changes
2. **Review and Approval of August 6, 2020 Minutes:** Lewis moved and Kemp seconded a motion to approve the August minutes. The motion passed unanimously.
3. **Treasurer's Report:** Smith said the balance sheet showed a reduction in income because the room tax deposit was not received yet. Salaries were big line items and showed the need for long term revenue resources. Schuytema was working on the issue and would be sending out another document on deliverables. Bailey asked Schuytema to do a survey to schedule an executive committee meeting.
4. **Board Membership Process:** According to the bylaws, Schuytema said new board members have to come in by nominations. Kemp asked if he was still valid to be on the board. Schuytema suggested creating an individual membership with a reduced rate of \$50. After discussion, the board agreed that individual board memberships are valid. Kemp's institutional knowledge was very valuable and being a paid member was enough of a requirement. Brewer will send an individual membership invoice to Kemp.

Board members discussed the need to talk to the cities for representative referrals to the board. Wayne Belmont has met with city managers and others about revisioning economic development in the county. Board make up will require input from the business community as well.

Ryslingle said the current board thinks its primary role is a strategic allocation of funds. She cautioned that the board should think carefully about roles and transparencies and how important they are in building trust in the community. There needs to be a very clear process for people to get on the board. The board decided to form a sub-committee to work on the process and formalize it in the bylaws. The committee is made up of Holbrook, Ryslingle and Kemp. Schuytema was asked to distribute bylaws to the entire board.

5. **Stakeholder Input Process Update:** It is a work in progress - Schuytema will have more information after an upcoming meeting with Hunt and others.
6. **Website/Branding Update:** The website would be ready in a few days. Schuytema reached out to Business Oregon re: the Oregon prospector program. Lincoln County has only one property in it. He's looking into Indeed job listings in the county and asked the board for photos and short bio paragraphs. Members agreed it was a good idea and good that people in the community would recognize faces. Schuytema asked the board what they thought were the top three reasons were a business should open in the county. Ideas were: great place to live; clean air; university supports technical innovations and targetable workforce in partnership with OCCC and opportunities for aquarium, fishing, education;

quality of life; tight knit community; choices; healthcare; education; business connections; very supportive, open, accessible and engaged community; all kinds of arts and culture are available. Lewis said the aquarium advertised for a position that drew many more applicants than the year before. People said they looked for a smaller community – she thought there will be an influx of people moving here. Ryslingle added that their dean of students position drew 67 applicants as compared to 15 the prior year.

Schuytema plans to interview and videotape a few people who work remotely. A QuickBooks educator is lined up. A Facebook page will be up and going and once the website is up and he will ask for Facebook friends. Branding is interwoven with past successes, great photos, videos, etc.

- 7. Member Engagement:** Schuytema said in the past EDA held great events with great value. The next one would probably be virtual. It would have to be valuable, interesting, and not just another Zoom meeting. He asked what the board thought. Board suggestions: economic development summits as in the past; how business can keep the community vibrant in the Covid era; thought leaders from the outside; reconnect with what's new through a webinar; give them something they can sink their teeth into; work with the County to spread Covid information in a less governmental way; what are best practices moving forward; less formal – get into nuts and bolts; what resources are available, could include Dave Price; the more information out there the better.

Bring a business in to talk about best practices; make people comfortable with resources and curate them to avoid overwhelm. Sell who EDA is and what we do. Need memberships, buy-ins and resources EDA can provide that will help them. Need solid answers to those questions. Could do a members focus and another larger scope. Schuytema will put together some concepts and get them to the board. There's a need to involve other organizations and associations, maybe chambers – could be very helpful. Bailey asked that people send ideas to Brewer or Schuytema.

- 8. Online Bill Pay Parameters:** Schuytema said it would soon be possible to view bank statements online. He asked the board what they thought about paying bills online. Smith asked about bylaws, signing authorities and protocols. Bailey said online payments would be for rent, internet and regular recurring bills. Ogden asked Schuytema to bring back a list of what could be processed online and what would be done manually. Members may like the idea of two people signing checks.

Bailey thanked Schuytema for his great Friday reports. Schuytema said he was contacted by Sarah Means and appointed to a regional team of the Racial Justice Council. Kemp asked about the landlord project. It is a project Schuytema is working on with Dave Price. It's about determining if businesses who are in arrears on their rent is a big problem or not. The county provided a list of commercial properties. Postcards and email surveys will go out regarding evictions and other issues with business tenants.

Bailey adjourned the meeting at 4:48 pm.